2012 HIGHER SCHOOL CERTIFICATE EXAMINATION
Business Studies

Section II

40 marks
Attempt Questions 21–24
Allow about 1 hour and 15 minutes for this section

Answer the questions in the spaces provided. These spaces provide guidance for the expected length of response.

Question 21 (8 marks)

(a) How might a business benefit when an operations manager acts in an ethically and socially responsible manner? Support your answer with relevant examples.

With increasing competition, businesses look to differentiate themselves from competitors, such as acting in an ethically and socially responsible way. Similarly, consumers look to purchase a business’s products who act in responsible ways. For example, a consumer is more likely to purchase products from a business whose operations manager does not exploit cheap labour, poor working conditions or unsafe working conditions.

(b) Why might a business be resistant to meeting its corporate social responsibilities?

A business seeks to do more than just complying with legal regulations by exceeding customer expectations through an integrated CSR. Meeting CSRs however occur with extra costs and added responsibilities. Also, CSRs may result in a change in business operations which brings about psychological and financial associated resistance.